

## SERVQUAL ANALYSIS OF PT. DAGO WISATA UMRAH SERVICE

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**Abstract.** Nowadays, intention of Muslim in Indonesia to perform umrah is increased. This opportunity captured by umrah travel agency in Indonesia, especially Dago Wisata. Dago Wisata provide umrah service for Muslim. It is needed to know customer opinion about Dago Wisata umrah service. The main objective of this research is to know Dago Wisata umrah service quality. This research result also will be applied in Smeva Holiday, company which also focuses in umrah service. This research was using questionnaire and conducted in Bandung with 100 respondents. The SERVQUAL dimensions with the five points of likert scale used in the questionnaire. Data will be analyze by using Microsoft excel and SPSS. Importance performance analysis will use in assessing existing service of Dago Wisata and analyzing improvement that need to do by Dago wisata Management to create customer satisfaction. The result show that there three kind of service attribute should improve by Dago Wisata. There is distance between hotel and mosque in Mecca and Medina, closer is better. Dago Wisata should improve employee careness to customer complaints.

**Keywords:** Umrah business, SERVQUAL, Importance Performance Analysis

### 1. Introduction

*Umrah* is one of sunnah worship in Muslim believes, *umrah* is done by visiting the two holy land, Mecca and Medina which, while making a series of pillars of worship. In case of Indonesia, Muslim interest for performing umrah is very high. It is caused by length of waiting time for performing hajj. Because of that, *umrah* become solution to overcome Indonesian Muslim desire to visit Mecca and Medina. Recorded in 2013, more than 800,000 Muslims from Indonesia to go to Mecca and Medina to perform *umrah*. Based on the data, number of Indonesian umrah pilgrim increased by 10-20% annually (Sugianti, 2014).

*Umrah* companies can be categorized as a service company. Services firm is any industry or company that create service sector as a core product. Services definition itself is any economic activity that does not form a physical output, the production process and the consumption process done in same time, and present the added value in the form of convenience, amusement, timeliness, comfort, or health (Zeithaml et al, 2013). In case of *umrah* organizer companies, the general output of the business process *umrah* is intangible; they are serving customers since before departure until the return of *umrah* pilgrims. *Umrah* service companies providing visa, guidance of the administration of pilgrimage, equipment, accommodation, catering and transport, as well as providing muthowif / guide for *umrah*, and overcome all the obstacles experienced by

pilgrims during the *umrah*. *Umrah* service companies are obliged to ensure that every pilgrim gain security, comfort during worship.

As a service business, every *umrah* business, especially Dago Wisata needs to know what customer opinion about its *umrah* Service Quality. It related to level importance of service attribute and customers perception to about Dago Wisata services. The service quality assessment of Dago Wisata *umrah* service will be the strategic decision input that will be contribute to improve service of company. Company could understand what high priority service should be improved. It will cause resources allocation more effective and efficient, in order to generate higher profit. This assessing result also will be useful for Smeva Holiday, as an *umrah* service organizer. Smeva Holiday could take lesson learn by knowing level importance and customer perception about Dago Wisata *umrah* service quality. Smeva Holiday able to allocate more resources to service attribute that could generate higher customer satisfaction.

## 2. Dago Wisata

PT. Dago Wisata International is a company engaged in the *umrah* service organizer. It was established on August 28, 2007 in Jalan Puter number 7, Kota Bandung. Dago Wisata have got official legal as *umrah* service organizer company. This official legal was issued by Ministry of Religion of Republic Indonesia. Besides that, Dago Wisata have got ISO 9001:2008 certified for its quality management system. Dago Wisata are targeting customer in middle low class, that are stay in West Java. Every year, more than 2000 pilgrims perform their *umrah* pilgrimage by using Dago Wisata *umrah* service. This number become one of the highest achievement among *umrah* service company in Bandung. In order reach the market, Dago Wisata was applied agency system. Its agents spread in all of West Java Province.

## 3. Problem Statement

PT. Dago Wisata International desire to become a market leader in the industry *Umrah* in West Java. One of way is by trying to give satisfaction to customers who have already and will use the services of PT. Dago International Travel. Customers are expected to be the advocate of service PT. Dago Wisata International to other *umrah* pilgrims. But in fact, in order to create customer satisfaction, there is still confusion as to the performance of the services already provided to customers. The question arises, whether the services provided are important or not, and what kind of service that is really needed by *umrah* pilgrims. This research aims to measure the service quality of PT. Dago Wisata International in order to solve its problems. This research identified 3 research problem which are :

1. What is level importance of service attribute and perception about service quality of *umrah* service PT. Dago Travel International?
2. What is the gap between perception about service quality of *umrah* service of Dago Wisata and the level importance of service quality?
3. What are the important dimensions that have to be improved based on level importance of service attribute and perception?

## 4. Literature Review and Conceptual Analysis

### 4.1 Service Quality Definition

Based on Japanese society philosophy, quality is define as a zero defect, doing things right. Crosby (1979) stated that the quality is "conformance of requirements". Garvin (1983) was defining

measures quality by counting the incidence of "internal" failures (reviews those observed before the product leaves the factory) and "external" failures (reviews those incurred in the field after a unit has been installed). In contrast to measure the quality of the goods, the quality can be measured by assessing the aspects of the model, color, labeling, flavor, packaging and other visible elements. In otherside, a service company service is difficult to quantify, measure, and in the tests in order to assess the quality of those services. Because services are not visible, the company experienced problems to understand what consumers perceived the service (Zeithaml, 1981). Because there is no clear concept of service quality, in 1984, Christian Grönroos doing research with a test sample on the executive of the company's services. Based on the research, Christian Gronross concluded that there are two variables in the service quality, the expected service and perceived service. Service quality is the result of a comparison between the perceived services against the expected service (Gronroos, 1984). Furthermore, Parasuraman initiative to conduct exploratory research by conducting in-depth interviews with executives from the company's services, and focus group interviews with the consumer. The results of the exploratory research that produces Gap Model. Parasuraman concluded that service quality as perceived consumers is a function of the magnitude and direction of the gap between expected service and perceived service (Parasuraman, 1985).

#### 4.2 SERVQUAL Method

SERVQUAL is a based on implementing service quality gap. This model was developed by American Author, Parasuraman, Valerie Zeithaml, and Leonard Berry in 1985. Parasuraman concluded that service quality as perceived consumers is a function of the magnitude and direction of the gap between expected service and perceived service (Parasuraman, 1985). Based on focus group consumer conducted by Parasuraman. He concluded if consumers used basically similar criteria in evaluating service quality. These criteria seem to fall into 10 criteria that are labeled as "service quality determinant". Parasuraman was recognizing, it possible overlap across 10 criteria (as well as determination of whether some can be combined). These are 10 service quality determinants, *Reability, Responsiveness, Competence, Access, Courtesy, Communication, Credibility, Security, Understanding, and Tangibles*. These 10 criteria, in later work, these were collapsed into five factor. There are *reliability, assurance, tangibles, empathy and responsiveness* - that create the acronym **RATER** (Parasuraman, 1985).

#### 4.3 Customer Satisfaction

Philip Kotler (2000) defines customer satisfaction as emotional states of pleasure or disappointment which a person may feel due to comparison between perceived and expectation of products performance. Other researcher, Oliver (1999) said that a judgment on a product or service or any of its features to provide an enjoyable level of fulfillment resulting from consumption as "customer satisfaction". Tarus and Rabach (2013) postulated that a dissatisfied customer is one whose expectations exceeded the actual outcome of service interaction whereas a satisfied or delighted customer is a case of interaction matching or surpassing expectation. HermawanKartajaya (2007) on his book "Boosting loyalty performance" emphasized if nowadays customer satisfaction like ISO 9001/9002-already being standard in such any industries. Customer is only basic, something that should be done by every business. In some industries, assessing and managing customer satisfaction is widely recognized (Tikkanen et al, 2000). It is important to identify factor determine of customer satisfaction and customer loyalty. Company has limited resources, so they need allocate it appropriately for getting high customer satisfaction. One of method that can do is by determine level importance of service attribute. Company can serve maximally in attribute which is customer hold it very crucial.

## 5. Methodology

### 5.1 Research Design and Data Collection

The main objective of this research is to know Dago Wisataumrah service quality. It will be done by doing a research, distribute questionnaire that was contain level importance and customer perception of Dago Wisataumrah service. The question in this questionnaire was referred SERVQUAL dimension that was founded by Parasuraman (1985). There are realibility, assurance, tangible, emphaty and responsiveness. In order to do this, data was gathered since September until november. The data gathered into 100 respondent in Bandung by author self.

Researcher use quantitative descriptive research. According to objectives that want to be achieved, this research can be categorized as applied research, where the data gathered to get whole description of service quality Dago Wisata and make improvement. The measurement of service quality itself will measure gap between level importance of attribute performance and perceived service based on five variables of service quality dimension (Parasuraman, 1985). The five variables are reliability, assurance, tangible, empathy and responsiveness. These five variables are becoming single variables of this research. Data was analyzed by using Microsoft Excel and SPSS. For assessing existing service and future improvement service, it will be done by using importance performance analysis.

### 5.2 Validity and Reliability Analysis

Validity and Reliability analysis was measured by using SPSS. In measurement, it was founded if all of question are valid with Pearson Correlation Score score all above 0,3. The questionnaire was also reliable, for level importance questionnaire, Cronbach's Alpha score is 0.956, and for customer perception, Cronbach's Alpha score is 0.968.

## 6. Research Finding and Analysis

### 6.1 Customer Profile

From the research, it found that majority customers of Dago Wisata are first time to go to *umrah*. From sex side, most of them are man. The percentage is 54% for man, and 46% for woman. The customer's age is 10 years old until 79 years old. Bus most of them is 60 – 64 years old, it get 21% percentage. Most of Dago Wisata customers are coming from Bandung, and work as entrepreneur and private employee. Mostly their income is about Rp. 4.000.000,-. Friends and Family become the favorite information source in order to know Dago Wisataumrah service.

### 6.2 Level Importance and Customer perception of Dago WisataUmrah Service

Dimension	Level Importance	Customer Perception
Tangible	4.29	3.83
Empathy	4.37	4.07
Reliability	4.48	4.02
Responsiveness	4.37	4.01
Assurance	4.44	4.09

In importance level of service attribute based service quality dimension, every variable of service get four score, it means customer thought if all of variable is important. The highest importance level is reliability dimension. In reliability dimension, there are service variable like keep promising to promised facility, keep promising to departure time, employee and *umrah* guide / *muthowif* to solve pilgrims problem, service delivery without distinction of pilgrims. In reliability dimension, keep promising about facility as promised and keep promising about departure time is really important. Pilgrims have pay sum of money to get some kind of service. If they get low quality facility than promised, it will be disappointed. Pilgrims also need company to keep their promise about departure time as promised. They have already allocated their time at agreed time. If the departure time is change, it interferes with their other schedules.

The lowest importance level is tangible dimension. However average of service variable get low score, like tidiness and cleanliness of employee and *umrah* guide / *muthowif*, conformity of menu to pilgrim taste, the others service variable get score above the average, it very important. There are distance between hotel and mosque. The closer hotel to mosque, it will be better. It will save time, money, and energy of pilgrims. Furthermore, most of *umrah* pilgrims is aged above 40 years old, age where they have less energy that youth. Pilgrims is easier for getting pray in mosque.

Then, in customer perception, averages of pilgrims are agreed if Dago Wisata*umrah* service is satisfied enough. It shown by data analysis result, all of dimension get score above 3. The highest score getting by assurance dimension. Most of service variable in assurance dimension get four score, except hospitality and politeness employee in office, it get lowest score in this dimension. Some of pilgrims feel impoliteness of Dago Wisata office employee. Dago Wisata has good guaranteed to pilgrims luggage, comfortability of service, professional and experienced *umrah* guide / *muthowif*, and simple registration procedure.

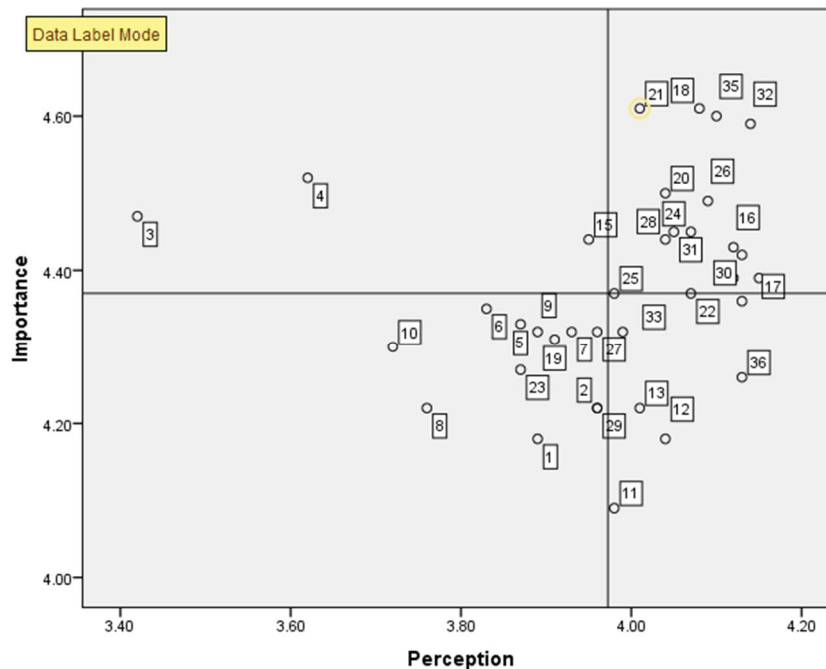
The lowest score in customer perception is tangible dimension. Most of service variable in this dimension get score under four. Pilgrims feel location of hotel and mosque far enough. The distance about 500m – 1000m. Management of Dago Wisata recognized if hotel distance to mosque is far enough. It became of their strategy to cut the cost. It take times, money, and energy to go. It reduction of pilgrims comfortability. Then, there is incompatibility between menus which served and pilgrim taste. Then, menu which served lack of variant. It cause pilgrims because not tasteful.

### 6.3 Gap Between Level Importance and Customer Perception of Dago Wisata*Umrah* Service

Dimension	Customer Perception	Level Importance	GAP
Tangible	3.83	4.29	-0.47
Empathy	4.07	4.37	-0.30
Reliability	4.02	4.48	-0.46
Responsiveness	4.01	4.37	-0.36
Assurance	4.09	4.44	-0.35

In Average of all dimensions, tangible dimension has biggest gap. So, it could be interpreted that pilgrims has less satisfied in tangible dimension. The other hand, lowest gap is empathy dimension which is means that pilgrims are very satisfied with empathy dimension.

## 6.4 Importance Performance Analysis



Based on IPA (importance performance analysis), it shown service indicator that should be improved, and maintain, in order to give customer satisfaction. The result divided into four quadrants; there are quadrant A, quadrant B, quadrant C, and Quadrant D.

In Quadrant A, it suggest if company should be concentrate here. Attribute that Dago Wisata should concentrate here are tangible 3 (location distance between hotel in Mecca with Masjidil Haram), tangible 4 (location distance between hotel in Medina and Masjid Nabawi), and empathy 4 (careness of employee in office to pilgrims complaint). This dimension is important, but customer perception is still low. Company need to allocate their resources to fix problem in this dimension.

In Quadrant B, company already have good work, management of Dago Wisata should keep up. Those attribute are Empathy 4, Empathy 5, Reliability 1, Reliability 30, Reliability 4, Responsiveness 2, Responsiveness 3, Responsiveness 6, Responsiveness 8, Assurance 1, Assurance 2, and Assurance 5.

In Quadrant C, it means low priority attributes. Attributes in this quadrant does not need extra effort from management. In this dimension, there are tangible 1, tangible 2, tangible 5, tangible 7, tangible 8, tangible 9, tangible 10, reliability 2, responsiveness 1, responsiveness 7.

In Quadrant D, the attributes that should be overkill by management of Dago Wisata are tangible 11, tangible 12, empathy 1, responsiveness 5, assurance 6, assurance 3. These attribute does not important for pilgrims or does not expected too much by pilgrims. It is better for management Dago Wisata to allocate resources in this dimension to attributes in quadrant A or Quadrant B to generate higher gain.

## 7. Conclusion and Recommendation

Based on this research, it could be conclude that Dago Wisata service could not meet yet level importance of service attribute. Customer perception score is lower than level importance. Among five dimension of SERVQUAL, reliability have highest average level importance. It means, service

attribute in this dimension is very important, it should have by *umrah* travel service. Then, the lowest customer perception of Dago Wisata*umrah* service is tangible dimension. It means, service attribute in this dimension is not satisfied enough the customer. Based on analyzing by using importance performance analysis, especially there are three of service attribute that Dago Wisata need to improve. There are distance between hotel in Mecca with Masjidil Haram, distance between hotel in Medina with Masjid Nabawi. Dago Wisata should provide closer distance between hotel and mosque. The closer distance between hotel and mosque will make pilgrims easier for pray. Then, Dago Wisata should improve careness of employee to customers complaint. It could be overcome by training the employee to increase their knowledge and skill about service excellent. This kind of research could be great use for Dago Wisata to understand customers need, gathers customers opinion and comment , and most important is to assessing customer satisfaction.

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